

*Subj 1*

1. An apparatus comprising:  
a label configured to be affixed to a product;  
the product having a surface associated therewith;  
the label configured to directly communicate first information corresponding to at least one of the product and a source of the product; and  
a computer readable medium, storing instructions executable by a computer of a purchaser of the product, coupled to the product by the label.

*b2*

4. The apparatus of claim 1, wherein the label is shaped to provide the first information through a [shape] trademark symbol corresponding to at least one of the product and the source of the product.

*Sub C2*

*b7*

11. An apparatus comprising:

a label configured to be affixed to packaging substantially enclosing a product, and the packaging having an exterior;

the label configured to directly communicate first information corresponding to at least one of the product and a source of the product; [and]

the packaging substantially enclosing the product; and

a computer-readable medium coupled to the packaging by the label and containing instructions executable on a computer of a user.

*b4*

14. The apparatus of claim 11, wherein the label is shaped to provide the first information through a [shape] trademark symbol corresponding to at least one of the product and the source of the product.

*Sub C3*

*b6*

*b7*

18. An apparatus comprising:

a label configured to be affixed to a product, the product having an exterior;

the label configured to be attached to a tether having a first end and a second end;

the first end configured to be coupled to the label;

the second end configured to be coupled to the exterior of the product, such that the tether couples the label to the exterior of the product;

the label configured to directly communicate first information corresponding to at least one of the product and a source of the product; and

a computer-readable medium coupled to the label and containing instructions executable on a computer of a user.

*b6*

21. The apparatus of claim 18, wherein the label is shaped to provide the first information through a shape trademark symbol corresponding to at least one of the product and the source of the product.